

## ORDER



KSNV

**Orders**  
**Order / Rev:** 106554 /  
**Alt Order #:** 06851927  
**Product Desc:** OBAMA ADD  
**Estimate:** 1768  
**Flight Dates:** 09/13/12 - 09/19/12  
**Original Date / Rev:** 09/12/12 / 09/12/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/19/12 | 25      | \$23,075.00  | \$19,613.75 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 25        | \$23,075.00        | \$19,613.75        | 0.00        |
| <b>Totals</b>  | <b>25</b> | <b>\$23,075.00</b> | <b>\$19,613.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 17%   | \$23,075.00  |
| Market      | 100%  | \$135,735.29 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 35%   | \$47,507.35 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 13%   | \$17,645.59 |
| KTUD              | 0%    | \$0.00      |
| KVVU              | 28%   | \$38,005.88 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 7%    | \$9,501.47  |

| Ln                       | Ch   | Start             | End             | Inventory Code            | Break    | Start/End Time | Days              | Len | Spots       | Rate      | Pri           | Rtg  | Type | Spots | Amount   |
|--------------------------|------|-------------------|-----------------|---------------------------|----------|----------------|-------------------|-----|-------------|-----------|---------------|------|------|-------|----------|
| E 1                      | KSNV | 09/13/12          | 09/19/12        | M-F 5-6a WakeUp w/Wagners | M-F 5-6a | 5-6a           | MTWTF--           | :30 | 2           | \$125.003 |               | 0.00 | NM   | 2     | \$250.00 |
| WAKE UP WITH THE WAGNERS |      |                   |                 |                           |          |                |                   |     |             |           |               |      |      |       |          |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |          |                | <u>Spots/Week</u> |     | <u>Rate</u> |           | <u>Rating</u> |      |      |       |          |
| Week:                    |      | 09/13/12          | 09/19/12        | MTWTF--                   |          |                | 2                 |     | \$125.00    |           | 0.00          |      |      |       |          |

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 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Obama for America  
 Product Desc: OBAMA ADD  
 Estimate: 1768  
 KSNV

| Ln                        | Ch   | Start             | End             | Inventory Code                                      | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|---------------------------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1                       | KSNV | 09/13/12          | 09/19/12        | M-F 5-6a WakeUp w/Wa@M<br>M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | MTWTF-- | :30 | 2                 | \$125.003   |     | 0.00          | NM   | 2     | \$250.00   |
| WAKE UP WITH THE WAGNERS  |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$125.00    |     | 0.00          |      |       |            |
| E 2                       | KSNV | 09/13/12          | 09/19/12        | M-F 6-7a WakeUp w/Wa@M<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | MTWTF-- | :30 | 2                 | \$250.003   |     | 0.00          | NM   | 2     | \$500.00   |
| WAKE UP WITH THE WAGNERS  |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$250.00    |     | 0.00          |      |       |            |
| E 3                       | KSNV | 09/13/12          | 09/19/12        | Today Show<br>Today Show                            | CM    | 658a-9am       | MTWTF-- | :30 | 2                 | \$550.002   |     | 0.00          | NM   | 2     | \$1,100.00 |
| TODAY SHOW                |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| E 4                       | KSNV | 09/15/12          | 09/15/12        | Saturday Today<br>Saturday Today                    | CM    | 7a-9am         | -----S- | :30 | 1                 | \$225.003   |     | 0.00          | NM   | 1     | \$225.00   |
| SATURDAY TODAY            |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12            |      | 09/10/12          | 09/16/12        | -----S-   |       |                |         |     | 1                 | \$225.00    |     | 0.00          |      |       |            |
| E 5                       | KSNV | 09/13/12          | 09/19/12        | Dr. Phil<br>Dr Phil                                 | CM    | 3-4p           | MTWTF-- | :30 | 2                 | \$225.003   |     | 0.00          | NM   | 2     | \$450.00   |
| DR. PHIL                  |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$225.00    |     | 0.00          |      |       |            |
| E 6                       | KSNV | 09/13/12          | 09/19/12        | M-F Early News<br>M-F Early News                    | CM    | 5-630p         | MTWTF-- | :30 | 4                 | \$375.003   |     | 0.00          | NM   | 4     | \$1,500.00 |
| EARLY NEWS                |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 4                 | \$375.00    |     | 0.00          |      |       |            |
| E 7                       | KSNV | 09/15/12          | 09/15/12        | Sa-Su Early News<br>Sa-Su Early News                | CM    | 5pm-630pm      | -----S- | :30 | 1                 | \$225.003   |     | 0.00          | NM   | 1     | \$225.00   |
| KSNV EARLY NEWS           |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12            |      | 09/10/12          | 09/16/12        | -----S-   |       |                |         |     | 1                 | \$225.00    |     | 0.00          |      |       |            |
| E 9                       | KSNV | 09/14/12          | 09/14/12        | Fri PR 9-10p<br>Friday Prime 9-10pm                 | CM    | 9-10pm         | ----F-- | :30 | 1                 | \$1,000.003 |     | 0.00          | NM   | 1     | \$1,000.00 |
| GRIMM                     |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12            |      | 09/10/12          | 09/16/12        | ----F--   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 11                      | KSNV | 09/16/12          | 09/16/12        | NFL Football<br>NFL Football                        | CM    | 1P-9PM         | -----S  | :30 | 1                 | \$8,000.002 |     | 0.00          | NM   | 1     | \$8,000.00 |
| SUN NT FB: DET @ S FRAN   |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12            |      | 09/10/12          | 09/16/12        | -----S  |       |                |         |     | 1                 | \$8,000.00  |     | 0.00          |      |       |            |
| E 12                      | KSNV | 09/13/12          | 09/19/12        | M-F News 3 at Eleven<br>M-F News 3 at Eleven        | CM    | 11pm-1135pm    | MTWTF-- | :30 | 2                 | \$1,100.001 |     | 0.00          | NM   | 2     | \$2,200.00 |
| NEWS 3 NIGHTSIDE          |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$1,100.00  |     | 0.00          |      |       |            |
| E 13                      | KSNV | 09/13/12          | 09/19/12        | The Tonight Show<br>Tonight Show                    | CM    | 1135p-1237a    | MTWTF-- | :30 | 2                 | \$425.001   |     | 0.00          | NM   | 2     | \$850.00   |
| TONIGHT SHOW W/ JAY LENO  |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 2                 | \$425.00    |     | 0.00          |      |       |            |
| E 14                      | KSNV | 09/13/12          | 09/19/12        | Late Night w/Fallon<br>Late Night w/Fallon          | CM    | 1237a-136am    | MTWTF-- | :30 | 3                 | \$225.001   |     | 0.00          | NM   | 3     | \$675.00   |
| LATE NIGHT W/JIMMY FALLON |      |                   |                 |   |       |                |         |     |                   |             |     |               |      |       |            |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12            |      | 09/13/12          | 09/19/12        | MTWTF--   |       |                |         |     | 3                 | \$225.00    |     | 0.00          |      |       |            |
| N 15                      | KSNV | 09/17/12          | 09/17/12        |   | CM    | 8-10pm         | M-----  | :30 | 1                 | \$4,000.001 |     | 0.00          | NM   | 1     | \$4,000.00 |

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Product Desc: OBAMA ADD  
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| Ln                   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|----------------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| Mon PR 8-10p         |      |                   |                 |                 |       |                |                   |     |       |             |     |               |        |       |             |
| Monday Prime 8-10pm  |      |                   |                 |                 |       |                |                   |     |       |             |     |               |        |       |             |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                |      | 09/17/12          | 09/23/12        | M-----          |       |                | 1                 |     |       | \$4,000.00  |     | 0.00          |        |       |             |
| N 16                 | KSNV | 09/14/12          | 09/14/12        | Fri 10-11p      | CM    | 10-11pm        | ----F--           | :30 | 1     | \$2,100.00  | 2   | 0.00          | NM     | 1     | \$2,100.00  |
| Friday Prime 10-11pm |      |                   |                 |                 |       |                |                   |     |       |             |     |               |        |       |             |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week:                |      | 09/10/12          | 09/16/12        | ----F--         |       |                | 1                 |     |       | \$2,100.00  |     | 0.00          |        |       |             |
|                      |      |                   |                 |                 |       |                |                   |     |       |             |     |               | Totals | 25    | \$23,075.00 |